



Presenting the 2009 First Annual

Loudoun County Green Business Challenge



Take the Challenge!

Loudoun County is committed to ensuring a healthy and sustainable quality of life for all of its citizens. In order to be more successful in our commitment, we have developed a Green Challenge for businesses in Loudoun County. By taking this challenge, you are pledging to take action within your business to help both the community and the environment for future generations to come.

If you would like to be our partner in reducing greenhouse gases in our region, read through the application and start implementing changes in your workplace today! Use the application self-assessment as a checklist to guide you in your changes. Helpful Tip: Gather fellow co-workers who are also passionate about a greener way of life, and form a team to tackle the challenges in your business together. Also consult the “Guide for Green Businesses” website for the US Government at:

<http://www.business.gov/expand/green-business/>

Benefits for Your Company

- Increase Your Bottom Line with Energy and Cost Savings
- Reduce Carbon Emissions
- Recognition and Leadership in the Community
- Attract New Prospective Employees by Being a Green Business
- Increase Employee Morale and Retention
- Earn Great Publicity through Press Releases and Gain Advantage over Competitors

Eligibility & Criteria

Any business or non-profit organization whose operations reside in Loudoun County is eligible to apply for this award.

You can earn points within each of nine different categories. Awards will be based on the number of points earned. The level of award achieved will vary according to business size (small, medium, or large business), as outlined below.

Applications will be judged by a committee composed of Loudoun County staff members and business owners. Those businesses selected to become certified may be asked to submit documentation to support the accuracy of their submittal.

Achievement Awards

Certified Green Business

Official recognition at Loudoun County Board of Supervisors Meeting
Recognition in local newspapers, websites, and newsletters

Silver Green Business

Official recognition at Loudoun County Board of Supervisors Meeting
Recognition in local newspapers, websites, and newsletters

Gold Green Business

Official recognition at Loudoun County Board of Supervisors Meeting
Recognition in local newspapers, websites, and newsletters

Platinum Green Business is a title awarded to the winner of the challenge (only one given per year for each business size category) that demonstrates the most outstanding effort in promoting green practices within their business and the local community. The winner will be selected from the group of businesses with the highest number of points.

	Small Business (< 49 employees)	Medium Business (50 – 999 employees)	Large Business (1000+ employees)
Certification	100-149 points	100-149 points	100-149 points
Silver	150-199 points	150-199 points	150-199 points
Gold	200-224 points	200-224 points	200-224 points
Platinum	225-250 points	225-250 points	225-250 points

Submission Instructions

Download the application as a Word document. Fill out the self-assessment with the corresponding number of points earned for each task. Please keep reference notes for each task and supporting documentation in case you are asked (documentation may include photos, receipts, written policies, progress reports, reference material).

Scan the documentation and insert into chronological order immediately following the corresponding task. Save as a PDF document. Submit electronically to the following email address: GreenBusinessAwards2009@loudoun.gov **NO LATER THAN SEPTEMBER 30, 2010.**

While electronic submission is strongly encouraged, mail submission with supporting documentation is also acceptable. Please mail to the following address with postmark date no later than September 30, 2010 to:

Attn: Green Business Awards Manager
Loudoun County Government
1 Harrison St. SE, 5th Floor
Leesburg, VA 20175

Step 1: Basic Information

Register your intent to take the challenge on the Loudoun County/Energy website found at: www.loudoun.gov/energy, Green Business Challenge heading, click the **Register Here** link to go to the online form. You will be asked to provide some basic information about your business and a contact person.

Business Information

Name:
Address:
City, State, Zip:
Phone:
Website URL:
Industry:

Business Statistics

Total number of Employees:
Total number employed in Loudoun County:
Ownership of Building : Lease or Own

Contact Person from Business

Name:
Position:
Email:

Step 2: Application

If your organization successfully completes an item of the challenge please assign yourself total possible points for that item. You may claim points for items your organization completed prior to the start of the Challenge.

Part I: Self Assessment

	ESTABLISH RULES & EXPECTATIONS	Points Possible	Points Earned
1	Adopt a formal Energy Strategy & Improvement Plan for your company	5	
2	Create an internal Green Team	5	
3	Appoint an Energy Manger	5	
4	Adopt formal Green Office Equipment or Purchasing Policy	5	

	IDENTIFY BASELINE & TRACK PROGRESS	Points Possible	Points Earned
5	Establish a baseline for your energy consumption	10	
6	Conduct an energy audit & implement 3 or more actions	5	
7	Obtain and use an Energy Accounting Software	5	
8	Develop a carbon emission inventory of your facility	5	

	CONSERVE ENERGY & RESOURCES	Points Possible	Points Earned
9	Purchase “Green Power” from a renewable source or install renewable energy technology such as solar, geothermal, wind, etc.	15	
10	Replace 20% of your incandescent lights with CFLs	5	
11	Train staff and security to shut off lights at night	5	
12	Install motion sensor switches	5	
13	Change thermostat settings to ASHRAE Standard 55	5	
14	Reduce water usage by 10% from the baseline	5	
15	Achieve a 10% energy reduction based on your baseline	10	

	RECYCLE & REUSE MATERIALS	Points Possible	Points Earned
16	Comply with Loudoun County's Recycling Ordinance	5	
17	Purchase 30% Post-Consumer Recycled Paper	5	
18	Post signs to remind people to recycle around workplace	5	
19	Use mugs and dishware instead of disposable plates/cups/utensils	5	

	REDUCE VEHICLE EMISSIONS	Points Possible	Points Earned
20	Purchase at least one hybrid corporate vehicle	10	
21	Adopt a formal telework policy for employees	5	
22	Install bicycle racks at office entrances and shower	5	
23	Create an employee benefits program for alternative transit	5	
24	Implement parking policies to favor hybrid cars	5	

	EDUCATE EMPLOYEES & THEIR FAMILIES	Points Possible	Points Earned
25	Post posters to promote energy efficiency	5	
26	Add a "Green Topics" section to your company's website	5	
27	Hold one or more workshops to educate employees on green topics, current events, company policies/practices	5	
28	Advertise the company's green practices in recruiting prospective employees	5	
29	Create and distribute newsletter to employees regarding energy efficient practices and reminders	5	
30	Invite Loudoun County's Employer Services Rep to talk with you and your employees about commuting options	5	

	COMMUNITY OUTREACH	Points Possible	Points Earned
31	Sponsor a community environmental event through monetary contribution	5	
32	Volunteer as a group for a community environmental event	5	
33	Hold events with 100+ people at a LEED certified building in Loudoun	5	
34	Order food for large event from a "Green Restaurant	5	

	Association” certified restaurant		
35	Send a representative to participate in Loudoun’s or other Sustainability Working Group	5	

	GREEN BUILDING (N/A if building leased)	Points Possible	Points Earned
36	Earn Energy Star certification for your buildings	10	
37	Implement 3 items from the LEED standards check list for existing buildings	10	
38	Introduce sustainable landscaping elements	5	
39	Decrease water heating energy usage (increase insulation where water heating is done and/or set the temperature to 120 degrees or lower)	5	

	INNOVATION POINTS	Points Possible	Points Earned
40	<p>[List any other significant actions not included in above categories but taken to help the environment. One point awarded per action item]</p> <p>You can earn a maximum of 5 points for introducing this Challenge program to 5 other businesses in your area.</p>	20	
	Total Possible Points	250	

Details

Action 1: Adopt a formal Energy Strategy & Improvement Plan for your company (Possible points=5)

Description:

An energy efficient plan outlines the measures a business has and will implement to become more energy efficient and reduce its energy consumption. To determine what types of energy efficient measures will be implemented, your organization must first assess the current energy consumption of your facility. A plan generally applies to retrofitting existing buildings or may set standards for incorporating energy efficient and sustainable building techniques in new facilities.

An energy improvement plan provides examples of energy efficient measures that can be applied in areas such as lighting, temperature control, infrastructure, purchasing/procurement, renewable energy, and alternative fuels. Implementing energy efficient and conservation measures into daily operations are essential for reducing energy consumption. Employee awareness should be a fundamental part of the plan. By educating employees about the need for resource conservation and what they can do to make a difference, businesses will become more energy efficient.

Examples / Links:

- [San Antonio, Texas, Energy Efficiency Plan](http://www.sanantonio.gov/swmd/?res=1024&ver=true)
<http://www.sanantonio.gov/swmd/?res=1024&ver=true>
- [Department of Energy](http://www.energycodes.gov/links.stm)
[http://www.energycodes.gov/links.stm,](http://www.energycodes.gov/links.stm)

Action 2: Create an internal Green Team (Possible Points = 5)

Description:

Assign individuals within your organization to develop, track and implement Green Policies and initiatives within your organization. Organizations do not have to create a new position in order to implement Green initiatives.

Loudoun County has formed an Energy Conservation Cabinet consisting of liaisons from every department. Each liaison is responsible for energy outreach and energy reduction within their

department. As a result of their efforts, the County has reduced its electrical usage for fiscal year 2009 by 381,000 kWh.

Examples / Links:

- For further information on Loudoun County's energy program go to:
<http://www.loudoun.gov/Default.aspx?tabid=2363>

Action 3: Appoint an Energy Manager (Possible Points = 5)

Description:

An energy manager position/responsibility could be responsible for all or some of a wide range of energy management and environmental initiative duties, such as: Monitoring energy consumption in buildings; tracking costs and trends; creating a carbon emissions base line inventory; developing carbon emission reduction strategies and goals; maintaining a computer-based energy reporting and tracking system; meeting with electric and gas utilities, and evaluating utility rate schedules for current and future cost decisions; supporting the development of the building automation/energy management systems in existing and future facilities; collaborating on the performing life-cycle cost analysis for equipment used in buildings; collaborating on the development, implementation and monitoring of standards for construction, maintenance and operation of equipment; participating in policy group discussions and drafting policy statements and implementation documents, including the internal energy conservation program; preparing support justification for efficiency and conservation program funding; providing advice and training to technical staff on the maintenance and operation of energy-related systems; and preparing and including reports on climate emissions, Energy Star program participation, EPA Green Power partnership participation, and related programs.

The savings generated by the staff position often exceed the cost of the position. Those entities that do not have a formal energy manager's position may need to assign someone from their organization to be responsible for energy management duties until they hire one. This individual can team up with representatives from all the departments in order to implement successful energy conservation and environmental programs (Loudoun County's Energy Conservation Cabinet that includes liaisons from every department can be used as a successful model).

Example/Links:

Refer to the Energy Management Handbook by Wayne Turner for further benefits:

- [Energy Management Handbook](#)

http://books.google.com/books?id=9DxU0SQuC0gC&pg=PA327&lpg=PA327&dq=energy+managers+position+justification&source=bl&ots=gNMi4-CH8&sig=D8antvBGwYY5uZITMM_zYAq7HA&hl=en&ei=_PGCSp72LI61tgfZ7JyYBA&sa=X&oi=book_result&ct=result&resnum=1#

Action 4: Adopt formal Green Office Equipment Purchase Policy (Possible points= 5)

Description:

By adopting a Green Office Equipment Purchase Policy, businesses can take advantage of Energy Star rated appliances, office equipment and electronics. While each business should create a plan that suits its particular situation, the development and adoption of a Green Purchase Policy is an important exercise that can benefit businesses of any size and lead to demonstrable results.

Examples / Links of Green Purchases:

- [Energy Star Appliances](#)

<http://electrical.about.com/od/appliances/a/goinggreenenst.htm>

- [Energy Star Business Solution](#)

<http://www.californiagreensolutions.com/cgi-bin/gt/tpl.h,content=586>

Action 5: Establish a baseline for your energy consumption (Possible points= 10)

Description:

Establishing your energy consumption baseline which includes utilities such as electricity, gas, water, propane, etc. is the first step towards energy conservation. You can utilize the Energy Star Energy Portfolio Manager to establish your baseline. Businesses may also choose to purchase Energy Accounting Software to establish their baseline.

Examples / Links:

- [Energy Star Portfolio Manager](#)

http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager

- [Energy Star, Establish a Baseline](#)

http://www.energystar.gov/index.cfm?c=assess_performance.establish_baselinesportfoliomanager

Action 6: Conduct an energy audit and implement 3 or more suggestions (Possible points= 5)

Description:

An energy audit gives a snapshot look at your energy use trends, consumption, and potential opportunities to better manage facilities. Such an audit evaluates energy consumption practices and provides an analysis that can be the foundation for continued business planning, especially in identifying areas for energy and cost savings within existing facilities.

The use of energy saving performance contracting is becoming increasingly attractive to businesses that own their facilities. This is when a an organization contracts with a private firm to assess and correct energy deficiencies - often with little or no actual cost to the entity as the long term energy savings offset the costs. Organizations might want to choose performing such an audit by their qualified Facilities Manager.

Examples / Links:

- [UEnergy Star Audits](http://www.energystar.gov/index.cfm?c=assess_performance.conduct_assessments)
http://www.energystar.gov/index.cfm?c=assess_performance.conduct_assessments
- [Virginia Department of Mines, Minerals and Energy](http://www.dmme.virginia.gov/DE/StateAgencyProgs/performancecontracting.shtml)
<http://www.dmme.virginia.gov/DE/StateAgencyProgs/performancecontracting.shtml>

Action 7: Obtain and use an Energy Accounting Software (Possible points= 5)

Description:

One of the basic tools for entities to keep track of their utility consumption is Energy Accounting Software. Entities typically save 10% by simply having energy management software. There are several tools available to assist businesses in measuring and tracking their energy use and emissions generated from their building operations. EPA provides businesses with a proven energy management tool called Portfolio Manager at no-cost.

Examples / Links:

- [Information on EPA's Energy Star Challenge](https://www.energystar.gov/istar/pmpam/)
<https://www.energystar.gov/istar/pmpam/>
- [Track energy use and benchmark facilities using Portfolio Manager](http://www.energystar.gov/index.cfm?c=government.bus_government)
http://www.energystar.gov/index.cfm?c=government.bus_government

Action 8: Develop a carbon emission inventory of your facility (Possible points= 5)

Description:

Learn about your carbon footprint. There are several tools available to assist organizations in measuring and tracking their energy use and emissions generated by their facilities. Your business can calculate the carbon footprint of its facilities through energy accounting software or EPA's free tools offered at their website.

Examples / Links:

- [EPA Greenhouse Calculator](http://www.epa.vic.gov.au/GreenhouseCalculator/calculator/default.asp)
<http://www.epa.vic.gov.au/GreenhouseCalculator/calculator/default.asp>
- [EPA Greenhouse Inventory](http://www.epa.gov/climatechange/emissions/index.html)
<http://www.epa.gov/climatechange/emissions/index.html>

Action 9: Purchase "Green Power" from a renewable source or install renewable energy technology such as solar, geothermal, wind, etc. (Possible points= 15)

Description:

As large consumers of electricity, businesses' choice of electricity sources can have a significant effect on the environment. Currently, our electricity in Virginia comes from a mix of sources, including coal, nuclear, natural gas, and a small amount of renewable energy. Some organizations, however, have chosen to power a certain percentage of their buildings with clean renewable sources like wind and solar.

There are several ways to approach this opportunity. In some cases, it's possible to actually generate clean energy on site by installing solar panels on the roof of a new or existing building. In other cases, entities have supported the construction of new clean energy facilities such as biomass (burning organic matter), small hydroelectric or geothermal power.

For further information on Green Power Purchase, please visit the Department of Energy website at:

Examples / Links:

- [Green Power Purchase, Department of Energy Website](http://apps3.eere.energy.gov/greenpower/buying/buying_power.shtml)
http://apps3.eere.energy.gov/greenpower/buying/buying_power.shtml

The most common approach is to buy existing available clean energy through your local utility provider. For further information on the Green Power purchase from Dominion Virginia Power click on the link below under Dominion Green Power purchase.

Examples / Links:

The Town of Warrenton, Va., in Fauquier County has created a new green initiative to reduce its carbon footprint, or as Mayor George Fitch puts it, "low carbon diet." The goal is to "make Warrenton energy independent where its electricity and fuel come exclusively from renewable resources." Their short-term approach includes powering a new 25,000-square-foot indoor recreation center with solar panels and gathering methane gas at a nearby sewage treatment plant. The long-term vision includes shifting to power the city from a biomass energy facility.

- [Dominion Virginia Power - Renewable Energy](http://www.dom.com/news/elec2008/pr0529a.jsp)
<http://www.dom.com/news/elec2008/pr0529a.jsp>
- [Dominion Green Power Purchase](http://apps3.eere.energy.gov/greenpower/markets/pricing.shtml?page=2&companyid=671)
<http://apps3.eere.energy.gov/greenpower/markets/pricing.shtml?page=2&companyid=671>

Action 10: Replace 20% of your incandescent lights with CFLs (Possible points= 5)

Description:

An Energy Star qualified compact fluorescent bulb (CFL) will save about \$30 over its lifetime and pay for itself in about 6 months. It uses 75% less energy and lasts about 10 times longer than an incandescent bulb. Therefore, your business can have great energy savings with a quick payback by retrofitting its inefficient lights with CFLs. The 20% light retrofit can be estimated by your organization.

Examples / Links:

- [Energy Star Appliances](http://www.energystar.gov/index.cfm?c=cfls.pr_cfls)
http://www.energystar.gov/index.cfm?c=cfls.pr_cfls
- [ELight Bulb Savings Calculator](https://touchstoneenergy.cooperative.com/public/programs/EnergyEfficiency/Lightbulbcalculator.htm)
[https://touchstoneenergy.cooperative.com/public/programs/EnergyEfficiency/Lightbulbcalculator.h
tm](https://touchstoneenergy.cooperative.com/public/programs/EnergyEfficiency/Lightbulbcalculator.htm)

Action 11: Train staff and security to shut off lights at night (Possible points= 5)**Description:**

Businesses can have the most energy efficient light bulbs; however, if they leave lights on in unoccupied spaces on they will be simply wasting energy. Therefore, it is important to provide your staff, security and cleaning crew energy awareness training. It is also recommended to install TURN OFF LIGHTS stickers to remind staff to turn lights off.

Examples / Links of Green Purchases:

- [EPA Turn Off Lights](http://www.energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=12280)
http://www.energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=12280
- [Does Turning CFLs Save Energy?](http://www.scientificamerican.com/article.cfm?id=turn-fluorescent-lights-off-when-you-leave-room)
<http://www.scientificamerican.com/article.cfm?id=turn-fluorescent-lights-off-when-you-leave-room>

Action 12: Install motion sensor switches (Possible points= 5)**Description:**

Consider installing motion sensor switches or timed lighting because this is an inexpensive energy and cost reduction measure. These lights switch on automatically in someone's presence and switch off automatically when no being is detected. Other than saving electricity and money, it also serves as a security feature. Consider adding these in rooms that are occasionally used; such as: bathrooms and kitchen(s).

Like the CFLs, motion sensor lights can be found in any hardware store and can easily be installed.

- [Elights.com](http://www.elights.com/floodsen.html) <http://www.elights.com/floodsen.html>
- [Wall Mounted Motion Sensors](http://www.espenenergy.com/wall_mounted_motion_sensor.htm) http://www.espenenergy.com/wall_mounted_motion_sensor.htm

Action 13: Change thermostat settings to ASHRAE Standard 55 (Possible points= 5)**Description:**

Changing the thermostat settings to ASHRAE leads to a more ergonomic, comfortable, productive, flexible and user-friendly environment. It also leads to greater energy and ventilation efficiency. The thermostat is usually in a central location and can be adjusted easily using the up or down arrows. Program the thermostat to ASHRAE Standard 55 setting. This setting is the most comfortable for the employees and the most efficient for the building. ASHRAE Standard 55 states the following:
Human Comfort Zone = 73 to 77 F; recommended temperature setting = 68 F winter & 78 F summer

Examples/ Links:

- [ASHRAE Standard 55](#)

<http://www.rockymtnashrae.com/wp-content/uploads/2009/03/ashrae55.pdf>

- [Recommended temperature setting](#)

<http://www.mge.com/home/saving/thermostat.htm>

Action 14: Reduce water usage by 10% from the baseline (Possible Points= 5)**Description:**

Reducing water usage by 10% means that the amount of water that is withdrawn or produced from freshwater sources is reduced by 10%. Determine the baseline by using water usage bills collected over 12 months. Measure your reduction from your quarterly bill.

Minimizing the amount of water being used unnecessarily is a good start. Installing water-conserving faucets, toilets, and dishwashers will help.

Examples/Links:

- [Tips on reducing water usage](#)

<http://www.sustainability.govt.nz/goal/reduce-water-usage>,

<http://www.aboutmyplanet.com/environment/reduce-water-money>,

<http://www.greenlivingtips.com/articles/242/1/Saving-water-in-the-garden.html>

- [Cheap and efficient way of reducing water](#)

http://homerepair.about.com/od/plumbingrepair/ss/hwh_tips_2save.htm

http://homerepair.about.com/od/plumbingrepair/ss/hwh_tips_2save_3.htm

- [Water, use it wisely](#)

<http://www.loudounwater.org/water/conservation/default.cfm?pl1=4>

Action 15: Achieve a 10% energy reduction for 3 consecutive months versus your baseline

(Possible points= 10)

Description:

Using utility bills from the past 12 months, determine the average monthly usage as your baseline. As compared to your baseline, achieve a 10% reduction in your energy use for 3 consecutive months by conducting a light audit; purchasing CFLs; assessing heating, ventilating, air conditioning system (HVAC) efficiency strategies; getting rid of inefficient energy appliances, equipment; modifying computer and

printer/copier power saving mode; and purchasing emission offsets. Also, don't forget about the ducts, insulation, roof, and windows.

Examples/Links:

- [US DOE Energy Efficiency and Renewable Energy website \(different types of insulation\)](http://www.gaeprd.org/Files_PDF/Water_Reduction_FAQ.pdf)
http://www.gaeprd.org/Files_PDF/Water_Reduction_FAQ.pdf
- [Case studies](http://www.sustainability.govt.nz/energy)
<http://www.sustainability.govt.nz/energy>

Action 16: Comply with Loudoun County's Recycling Ordinance (Possible points= 5)

Description:

Recycle! The Loudoun County Recycling Centers accept the following:

Materials Accepted	
Plastic Bottles and Jugs*	Glass Bottles and Jars
Aluminum Cans	Steel Cans
Newspapers	Magazines and Catalogs
Cardboard and Paperboard	Phonebooks
Office Paper	Junk Mail
*Leesburg Recycling Centers accept most plastic containers #1-7	

Courtesy of Loudoun.gov

Your business may subscribe for recycling collection service, or you may take your recyclables to any of the 11 Recycling Drop-off Centers in the County. Recycling saves energy and natural resources, and also saves significant amounts of energy. Recycling is the best and easiest way to make a difference.

Examples/Links:

- [Recycling tips](http://www.loudoun.gov/recycle) <http://www.loudoun.gov/recycle>
- [Tips, Case studies, Featured information](http://www.sustainability.govt.nz/rubbish) <http://www.sustainability.govt.nz/rubbish>

Action 17: Purchase minimum 30% Post-Consumer Recycled Paper (Possible points= 5)

Description:

Recycled paper results from paper recycling, yet it has more significant environmental advantages. For example, recycled paper has less impact on forest resources, produces less air pollution and contributes to less water pollution, water consumption, energy consumption, and production of solid waste. The

quality of recycled paper is generally similar to typical paper with the only difference of being more environmentally friendly. 30% Post-Consumer Recycled Paper can be found in any stationary store such as Staples or Office Depot, or it can be ordered online.

Examples/Links:

- [Compare impacts of specific recycled paper vs. non-recycled paper](http://www.edf.org/papercalculator/)
<http://www.edf.org/papercalculator/>

Action 18: Post signs around the workplace to remind people to recycle (Possible points= 5)

Description:

Recycling signs and labels should be placed as a constant, friendly reminder to all employees to recycle and help with the efforts on going green.

Post these reminders in strategic locations such as: on the doors of restrooms, near trash cans, outside the cafeteria, at the entrances and exits, etc., and provide separate bins to collect recyclables.

Examples/Links:

- [Tips on recycling](http://www.loudoun.gov/Default.aspx?tabid=767)
<http://www.loudoun.gov/Default.aspx?tabid=767>
- [County's Business Recycling Requirements](http://www.loudoun.gov/Default.aspx?tabid=753)
<http://www.loudoun.gov/Default.aspx?tabid=753>

Action 19: Use mugs and dishwasher instead of disposable plates/cups/utensils (Possible points= 5)

Description:

Using mugs and dishwashers is much more economically beneficial than using disposable items. While it may seem that disposable items are cheaper, the cost eventually adds up as you throw away and purchase these items continuously.

Encourage everyone in your office to bring in their own mugs for coffee. Provide dishwashing soap and a scrubber. Also encourage your employees to efficiently load the dishwasher and only switch it on when there is a full load. This will save money and energy.

Examples/Links:

- [Tips on recycling in office](http://www.businesscreditcards.com/bootstrapper/working-green-50-tips-to-reduce-your-offices-waste/)
<http://www.businesscreditcards.com/bootstrapper/working-green-50-tips-to-reduce-your-offices-waste/>

Action 20: Purchase at least one hybrid corporate vehicle (Possible points= 10)

Description:

Hybrid cars are known to be eco-friendly as they use electric power and a reduced amount of fuel. By adopting a hybrid as a corporate vehicle, you are encouraging and setting an example for your employees to buy an eco-friendly means of transportation. It can be available for any business trips or meeting appointments that you or your employees make.

Visit a car dealership today and inquire as to delivery on a new hybrid vehicle.

Examples/Links:

- [Advantages of hybrid vehicles](#)

<http://www.allhybridcars.com/advantages-of-hybrid-cars.htmle/>

Action 21: Adopt a formal telework policy for employees (Possible points= 5)

Description:

Telework is an arrangement that allows employees to work from home or a location closer to home than their standard workplace. It offers the benefits of reduced or no commute time, as well as savings on gas and transportation expense. Employees often report increased productivity due to having fewer distractions than are found in most traditional work settings. Many employees can successfully complete some or all of their tasks and conduct business via conference calls and e-mails, saving time and travel, and reducing traffic congestion.

Companies need to implement a formal policy and educate employees on the guidelines and procedures associated with working remotely, and make this an option available to as many employees as possible.

The State of Virginia offers financial incentives to help employers develop and implement a telework program.

Examples/Links:

- [Teleworking Advantages](http://www.commuterconnections.org) <http://www.commuterconnections.org>

- [Telework Virginia Program:](http://teleworkva.org) <http://teleworkva.org>

Action 22: Install bicycle racks and shower (Possible points= 5)

Description:

Encourage your employees to commute via bikes. Instead of spending unnecessary cash on fuel, provide this eco-friendly, yet safe alternative. Not only do the employees get a chance to enjoy good weather, they get exercise and savings from gas expenses. Install a few shower stalls so that the employees can freshen up after their new form of commute to work.

Examples/Links:

- [Bike rack options](#)

http://www.parknpool.com/bike-racks/commercial-bicycle-racks.php?gclid=COm0iZaX9psCFdZM5QodVA1Y_Q

Action 23: Create an employee benefits program for alternative transit (Possible points= 5)

Description:

Providing employees the opportunity to carpool or encouraging them to use the transit system is a primary goal of this challenge. Giving this opportunity to employees will help reduce congestion and car emissions and may also reduce their expenses.

Offer incentives such as flexible scheduling, preferential parking for carpools and vanpools, small prizes for participants and transit benefits as allowed by Section 132(f) of the Internal Revenue Code.

Examples/Links:

- [More about the benefits](#)

http://www.transitcenter.com/uploadedFiles/Transit_Resources/IndustryInformation/Employee_Benefit_Plan_Review_072007.pdf

Action 24: Implement parking policies which favor hybrid cars (Possible points= 5)

Description:

Hybrid cars are beneficial to our society because they don't use as much fuel and create less pollution compared to regular cars. Because hybrid cars are more eco-friendly, implement a policy to favor fuel-efficient hybrid cars with preferred parking spots – closer to the buildings, covered parking or parking in the shade.

If parking is not under the company's jurisdiction, you may earn points by writing a letter to the landlord regarding this request.

Examples/Links:

- [Green Parking News](#)

http://blog.syracuse.com/news/2007/08/preferred_parking_goes_to_fuel.html

Action 25: Put up posters to promote energy efficiency (Possible points= 5)**Description:**

Making people more aware about all the things they can do to improve energy efficiency is the best way to decrease our carbon footprint. The more people know, the more people will practice. Put up posters that provide tips on how to become more energy efficient. Post these notices all around the building near the light switches, restroom doors and stalls, kitchen, etc.

Examples/Links:

- [Energy Star Posters](#) <http://www.eto.org.uk/faq/faq03.htm>

Action 26: Add a “Green Topics” section to your company’s website (Possible points= 5)**Description:**

By adding a “Green Topics” section to your company’s website, you are spreading the word about the environment and encouraging employees, website visitors and loyal consumers to participate as well. On your website, add “Green Topics” to provide tips and prod others by detailing all that you have accomplished as well as all that you plan to accomplish. Examples of items to include under this section may be your green events (any workshops the company is holding, guest speakers), the teleworking policy, the goal your company hopes to reach, and your company’s progress.

Examples/ Links:

- [Green Topics](#) <http://www.buildinggreen.com/menus/topics.cfm>

Action 27: Hold one or more workshops to educate employees on green topics, current events, company policies/practices (Possible points= 5)**Description:**

Holding a workshop or two is important to give an opportunity to educate and allow employees to ask questions. Through workshop(s), you and your employees will learn of better ways to be eco-friendly. Workshops give room for instruction and putting theory into practice; which is truly the best way to learn.

Call and invite a “green” representative from the Environmental Protection Agency (EPA) or Sustainable Loudoun who can help encourage and provide more information on ways of conserving energy, new green technology, energy efficiency, environmental stewardship, etc.

Examples/ Links:

- [Arlington County Green Policy](#)

<http://www.arlingtonva.us/DEPARTMENTS/EnvironmentalServices/epo/EnvironmentalServicesEpoGreenBuildings.aspx>

- [EPA Green Meetings](#)

<http://www.epa.gov/oppt/greenmeetings/index.html>

Action 28: Advertise the company’s green practices in recruiting prospective employees

(Possible points= 5)

Description:

Becoming more environmentally conscious is for the better of our community. When advertising these values, you will attract applicants and future employees who value environmental stewardship and share your culture of conservation and social responsibility. When recruiting, ask the interviewees about their outlook on energy conservation. Ask them for ways they may want to contribute to energy conservation efforts.

Examples/ Links:

- [Launching Green Campaign](#)

<http://www.moderncarcare.com/articles/green-campaigns-begin-with-self-discovery.html>

Action 29: Create and distribute newsletter to employees regarding energy efficient practices and reminders (Possible points= 5)

Description:

This action serves as another friendly reminder to employees and possibly their families about energy efficient practices. Unlike the poster, it is a more detailed piece that covers a greater base on ways to be more eco-friendly and may be issued on a regular basis.

In your newsletter, which may be electronic, state the new goal you wish to achieve, detail how you plan on doing that, and ask for support. Also, detail some other energy efficient tips, what your company has accomplished, etc.

Examples/ Links:

- EPA Go Green Monthly Newsletter
<http://epa.gov/gogreen>
- Chesapeake County Schools Energy Newsletter
<http://www.cpschools.com/departments/schoolplant/newsletters.php>
- Energy Conservation Newsletter Example <http://lightly.chelanpud.org/index.php/category/energy-conservation/>

Action 30: Invite Loudoun County's Employer Services Rep to talk with you and your employees about commuting options (Possible points= 5)**Description:**

Meeting with the Employer Services representative from the Loudoun County Office of Transportation Services is an easy way to get points. Not only do you and your employees gain insight into all commuting choices, but you also get a chance to ask questions and implement the options that work best for your work site. This is a great way to spike the interest of all your employees and get involved in this process of becoming more energy efficient.

Call 703-771-5665 to set an appointment with the Loudoun County Employer Services representative.

Examples/ Links:

- Employer Services www.loudoun.gov/commute
- Commuting Options <http://www.commuterconnections.org>
- VA Telework Info. <http://www.teleworkva.org>

Action 31: Sponsor a community environmental event through a monetary contribution (Possible points= 5)**Description:**

By sponsoring a community environmental event, you and your fellow employees are extending an invitation to the entire community to be more environmentally conscious. Sponsoring an event not only raises awareness, but also encourages others to come out for a great cause. Post announcements in the newsletter(s), make phone calls, post flyers, send e-mails or go door-to-door to inform the

community of your environmental event. At the event, educate people on ways they can be more environmentally friendly. Have an interactive sector for young kids. Make the event family friendly.

Examples/ Links:

- [October Energy Awareness Month](#)

http://www.energystar.gov/index.cfm?c=energy_awareness.bus_energy_awareness

Action 32: Volunteer as a group for a community environmental event (Possible points= 5)

Description:

If unable to host an event (or if you want to do more to give back to the community), volunteer as a group to help out with one! The more people know about eco-friendly ways, the more likely it is that we can make an impact in our community. Look around for posters, flyers and/or e-mails that about upcoming environmental events. Ask the director if you can help out with the event. Examples of events include: Bike to Work Day held on the third Friday in May, roadside trash pick-ups, and recycling events.

Examples/ Links:

- [Environmental Activity Ideas](#)

http://www.energystar.gov/index.cfm?c=energy_awareness.bus_energy_awareness

Action 33: Hold events with 100+ people in a LEED certified building in Loudoun (Possible points= 5)

Description:

A LEED (Leadership in Energy and Environmental Design) certified building is a structure that has received standards for environmentally sustainable structure. Holding an event with 100+ people in a LEED certified building is a statement about your company's appreciation for going green as well as an encouragement to others.

Go to the LEED website and search for places in your area that are LEED certified. Set up an appointment and host an event in this certified building.

Examples/ Links:

- [Energy Star Environmental Event Ideas](#)

http://www.energystar.gov/index.cfm?c=spread_word.sample_event

- [Finding a LEED Certified Building in you area:](#)

<http://www.gbci.org/LEED/Project/CertifiedProjectList.aspx>

Action 34: Order food for a large event from a “Green Restaurant Association” certified restaurant

(Possible points= 5)

Description:

The “Green Restaurant Association” or GRA is a national non-profit organization that helps provide services in research, consulting, education, marketing and community organizing. It has many strategies of promoting sustainability, one of which is certifying restaurants. The “Green Restaurant Association” certified restaurants represents 10% of the U.S. economy. Their goal is also to promote an eco-friendly environment by shrinking our “food footprint”.

Ordering food from a “Green Restaurant Association” certified restaurant is a subtle, yet simple way of promoting energy efficiency. This also gives you and your fellow employees a chance to learn how to be more energy efficient in your kitchens at home!

Search for GRA certified restaurants in your area and order food from these restaurants for a large event.

Examples/ Links:

- [Green Restaurant Association](http://www.dinegreen.com/) <http://www.dinegreen.com/>

Action 35: Send a representative to participate in Loudoun’s or other Sustainability Working Group

(Possible points= 5)

Description:

Loudoun’s Sustainability Working Group is an organization that is based on environmental stewardship and sustainable use of resources. They participate in public education and outreach programs such as Earth Day@Loudoun, energy summits and other such events. Instead of absorbing all eco-friendly practices in theory, the representative from your company will get a chance to do things hands on and learn more energy efficiency tips.

Call Loudoun’s Sustainability Working Group or visit their website to determine their next meeting or event and learn how you might assist.

Examples/ Links:

- [More information about Loudoun Sustainability Working Group](http://www.lccss.org/campaigns.html)
<http://www.lccss.org/campaigns.html>

Action 36: Earn Energy Star certification for your buildings (Possible points= 10)**Description:**

To earn an Energy Star certification for your buildings, you must achieve a rating of 75 points and above from a total of 100 possible points. This certification lets everyone know that the company is an eco-friendly organization and maintains an energy efficient building.

Visit the Energy Star website and follow the directions to learn how to earn your certification. It requires that you set everything up using their Portfolio Manager.

Examples/ Links:

- [Instructions on how to earn the certification](http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager_intro)
http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager_intro
- [More information regarding LEED buildings](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=222)
<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=222>
- [Energy Star Portfolio Manager](http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager)
http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager

Action 37: Implement 3 items from the LEED standards check list for existing buildings

(Possible points= 10)

Description:

Retrofitting is making your building more efficient through modifications or upgrades to existing equipment and technology. It is an easy and feasible way of making a difference in sustainability goals and getting a competitive edge, as the projects are smaller in scale and affordable.

In order to make retrofits, go about the office and see what needs improvement. Is it the lighting or that ancient, inefficient copier? Change the things that will make your company more energy efficient.

Examples/ Links:

- [LEED](http://en.wikipedia.org/wiki/Leadership_in_Energy_and_Environmental_Design) http://en.wikipedia.org/wiki/Leadership_in_Energy_and_Environmental_Design

Action 38: Introduce sustainable landscaping elements (Possible points= 5)**Description:**

Having a well maintained walkway, garden area or lawn is a great way of being more environmentally friendly because there are so many opportunities within. Plant your own edible selection - grow herbs,

cilantro or even fruits and vegetables. Plant other native water-saving plants, use organic fertilizers, have a garden just for composting, implement drip irrigation and increase shade. A green garden gives off fresh air as it converts the carbon dioxide into oxygen. Make use of the resources and maximize their effects into a healthy garden.

Ask your professional landscaper to plant an edible selection or encourage a company earth day, where you and your employees work on setting up a healthy, green garden.

Examples/ Links:

- Landscaping tips <http://www.sustainability.govt.nz/gardening>
- Virginia Master Gardeners : <http://www.hort.vt.edu/mastergardener/>
- Master Gardeners of Northern Virginia: <http://www.mgnv.org/>

Action 39: Decrease water heating energy usage (increase insulation where water heating is done and /or set the temperature to 120 degrees or lower) (Possible points= 5)

Description:

Water heating requires a lot of energy from direct resources such as fossil fuels, natural gas, liquefied petroleum gas, solid fuels, etc. Decreasing water heating energy usage is one of the key ways to cut down on our prime resources for energy. So instead of using our prime resources, follow the suggestions given above or use an innovative idea to decrease the water heating energy usage.

Ask your plumber to install more insulation around the water heating system. Instead of using warm water to wash your hands, use the cold water setting instead.

Examples/ Links:

- Water Heater Temperature Control
<http://www.naturalhandyman.com/iip/infwaterheater/infwhadjust.html>
- Loudoun water tips <http://www.loudounwater.org/search/results.cfm?searchText=tips>

Action 40: Innovation Points [For any other significant actions not listed in above categories but taken to help the environment] (Possible points= 20)

Description:

Be innovative and come up with a whole new idea on being energy efficient. Fresh new ideas are always welcome! Make sure you document the innovative idea and the steps so it can be used by other companies as well, or can be added to a future list of requirements in our challenge!

Please help get the word out about this Green Business Challenge!

Part III: Signature of Company Executive

As a company executive of this business, I hereby certify that the information in this application for Loudoun County's Green Business Challenge is accurate to the best of my knowledge.

Name:

Position Title:

Signature:

Date:

Part IV: Press Release of Company's Green Practices

Include a written summary (in press release format) of the experience of participating in Loudoun County's Green Business Challenge. This format should be ready to be released to the press for printing in local newspapers for recognition of your company's success with this challenge. Please include specific examples or stories of how green practices have influenced your company's way of business. We also suggest including quotes from your fellow employees and executives.

While your company is free to release this to the press, Loudoun County reserves the right to reproduce this document for purposes to promote the program and publicly recognize award winners.

Step 3: Submit Your Application

Submit all parts of the application as 1 PDF document, and send it electronically to the following email address: GreenBusinessAwards2009@loudoun.gov no later than SEPTEMBER 30, 2010.

While electronic submission is strongly encouraged, you may submit your completed application by mail, postmarked no later than SEPTEMBER 30, 2010 to:

**Attn: Green Business Awards Manager
Loudoun County Government
1 Harrison St. SE, 5th Floor
Leesburg, VA 20175**

**Thank you for helping to improve the
quality of life in Loudoun County.**



